

Nitika Patodi

Visual & Graphic Designer

Contact

+1 408 221 1287

nitikapatodi@gmail.com

nitikapatodi.com

Skills

Adobe Creative Suite

UI/UX Design

Web & Print Design

Digital Advertising

Concept Development

Color Theory & Typography

Cross-Platform Optimization

Client Presentation

Languages

English, Hindi

Design Tools

Adobe Creative Suite (Photoshop,

Illustrator, InDesign, Premiere Pro),

Figma, Sketch, MS office, Powerpoint

References

Upon request

Objective

Seeking for an opportunity to execute concept-driven designs across various platforms, showcasing versatility and proficiency in delivering impactful solutions. By leveraging technical expertise to create engaging experiences that resonate with audiences and drive results for the company.

Experience

Iris-Worldwide, Designer | July 2022-Present (San Fransisco)

- Crafting dynamic design collages for leadership articles on the **Iris website blog** by generating and refining innovative artistic concepts.
- Collaborated with a cross-functional team to design assets for a seasonal marketing campaign for **PayPal**.
- Developed user-centric assets such as landing pages, emails, banners, and an e-report to enhance user engagement and experience.
- Optimized modular, responsive designs for seamless usability on mobile and desktop platforms.
- Worked on projects for **Ripple** across major cities including London, New York, Dubai, Sao Paolo, and Singapore.
- Led the design for digital, OOH, and printed assets for brand, resulting in a: 15.3% surge in awareness among exposed audiences. 3.1 % jump in top-of-mind awareness among those exposed to the campaign from 12.7% to 15.8%.
- Integrated color theory, composition techniques, and typography across all mediums.
- Developed a series of 100 holiday cards for clients.
- Featured **AI-generated** artwork in the designs.
- Blended traditional festive themes with innovative technology.
- Proficient in crafting and presenting artistic concept artwork in presentations to both team members and clients.

Wodrob Magazines, Creative Designer | 2018-2019, Mumbai (India)

- Led the design of high-volume, innovative visual content for social media and magazine layouts.
- Created engaging magazine covers and integrated typographic and graphic elements to effectively represent key fashion concepts.

Togglehead, Junior Designer | 2016-2017, Mumbai (India)

- Collaborated on digital advertising projects, creating visuals for brands like Muji, Gits, Cocoon Rugs, and Ramptons using Adobe Creative Suite.
- Contributed to team brainstorming and concept development.
- Ensured brand consistency across various marketing touchpoints, significantly enhancing brand visibility and engagement.

Education

MA-Graphic Design, Academy Of Art University

Courses Include : Type Experiment, The Nature Of Identity, Visual Literacy,

Digital Design Studio, WNM (UI UX), Type Composition

2020-2022, San Francisco

MA-Art And Multimedia

B.D. Somani Institute Of Fashion And Technology

2016, Mumbai (India)